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Abstract. This article develops a theoretical framework for

intercultural business communication which sets it apart from intercultural communication and international business. In the past, discussions on the theory of intercultural business communication have

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mostly focused on intercultural communication using business as examples rather than including business as a distinct variable.

~~The Theoretical
Foundation for
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One of the central aims of theorizing intercultural

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Business Communication is to explain effective communication and effective group decision.

A good example of this kind of theories is the anxiety / uncertainty management theory developed by William B. Gudykunst and discussed in Chapter 5.

~~THEORIES OF
INTERCULTURAL~~

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Communication

Communication in
Global Business presents

foundational concepts

for communicating

between cultures and a

framework for

understanding any

culture, including your

own. Understanding

and applying the

concepts presented here

will help you to enhance

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your intercultural competence, critical to success as a global project manager in our borderless world.

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Intercultural theory may be derived from several independent lines of research. The area of intercultural

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Business Communication focuses on speakers' effectiveness in fulfilling their intentions to achieve...

~~(PDF) Intercultural Theory ResearchGate~~

Many people in intercultural business communication argue that culture determines how individuals encode messages, what medium

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they choose for transmitting them, and the way messages are interpreted. With regard to intercultural communication proper, it studies situations where people from different cultural backgrounds interact. Aside from language, intercultural communication focuses on social attributes,

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Business patterns, and
the cultures of different
groups of people.

Intercultural

communication

Wikipedia

April 29th, 2018 - Ms

SEKKAL Faiza 2013

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backgrounds. By the
end of the course,

you ' ll have a

systematic

understanding of

intercultural business

communication and

competing theories of

culture and

communication.

You ' ll also have the

ability to critically and

flexibly apply theoretical

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Business models to cross-cultural
communication business contexts,
including those of
international marketing,
commerce, advertising
and tourism.

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Communication—
Napier~~

Intercultural
Communication in
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intercultural studies to

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the business or professional context by considering the relevance of theory in real or realistic scenarios. The module encourages a deep analytical insight into communication practices in the overlapping contexts of business, the workplace, professional cultures, globalisation and

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language and local
cultures.

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of the key issues and

theoretical constructs

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surrounding

intercultural

communication; an

increased awareness of

how various dimensions

of culture act as barriers

to successful

communication; an

enhanced understanding

of how to interact

successfully in

unfamiliar settings,

particularly within

academic contexts;

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Theoretical Communication (Essay

Sample) ... In a society,

men and women have

different perceptions in

terms of how to

approach certain issues.

For example, men see

communication as a

way of having control

and independence while

women take

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communication as
essential in relationships
(Onea, 2012).

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